

**IMPACT OF RADIO ADVERTISEMENT ON BUYING HABITS OF
PEOPLE IN ELEKO VILLAGE**

BY

ABDULHAMMED MALIK AYOMIDE	ND/23/MAC/PT/0273
PETER OLUWAFUNMILAYO MOYINOLUWA	ND/23/MAC/PT/0274
BABATUNDE AMINAT ABEJE	ND/23/MAC/PT/0275
JAMES SEGUN EMMANUEL	ND/23/MAC/PT/0276

SUBMITTED TO:

**DEPARTMENT OF MASS COMMUNICATION, INSTITUTE OF
INFORMATION AND COMMUNICATION TECHNOLOGY, KWARA STATE
POLYTECHNIC, ILORIN.**

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD
OF NATIONAL DIPLOMA (ND) IN MASS COMMUNICATION**

AUGUST, 2025

CERTIFICATION

This is to certify that this research work has been read and approved by DEPARTMENT OF MASS COMMUNICATION, KWARA STATE POLYTECHNIC, ILORIN as having satisfied part of the requirement for the award of National Diploma (ND) in Mass Communication.

MALLAM LAWAL KEWULÈRE.
(Project supervisor)

DATE

MRS. OPALEKE G.T
(Project coordinator)

DATE

MRS. OPALEKE G.T
(Head of Department)

DATE

EXTERNAL EXAMINAR

DATE

DEDICATION

I dedicate this project to God Almighty, the source of Wisdom knowledge, and understanding. Your guidance and grace have seen me through the ups and downs of this academic Journey, I thank You for the gift of life, the gift of learning, and the gift of perseverance. Your love and grace have sustained me, and your presence has been my comfort and peace.

This project is a testament to your faithfulness and your goodness.

May it be a reflection of your glory and a tribute to your greatness.

ACKNOWLEDGMENTS

All praises, adoration and glorification are due to Almighty God the most gracious, the most beneficent, the most merciful.

Thanks to our parents that make this ND programme a successful one through their prayers and encouragement, may Almighty God bless them abundantly.

We give glory to Almighty God, who has given us the knowledge, wisdom and understanding, and has made it possible for us to complete our ND programme in this Institution, Kwara State Polytechnic, Ilorin.

We express our sincere gratitude to our supervisor **MALLAM LAWAL KEWULERE** for his understanding despite his busy and tight official schedule he found this research work worthy of supervision.

I appreciate the effort of my amiable **HOD MR. OLOHUNGBEBE F.T.** for their great support towards this programme.

We appreciate the effort of our amiable project coordinator **MR. OLUFADI BA** and other lecturers in the Department of Mass Communication for their great support towards this programme.

TABLE OF CONTENTS

TITLE PAGE	
APPROVAL PAGE	ii
DEDICATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
TABLE OF CONTENTS	vi-vii
CHAPTER ONE	
INTRODUCTION	
1.1	BACKGROUND OF THE PROJECT
1.2	PROBLEM STATEMENT
1.3	OBJECTIVES OF THE PROJECT
1.4	RESEARCH QUESTIONS
1.5	SIGNIFICANCE OF THE STUDY
1.6	SCOPE OF THE PROJECT
1.7	OPERATION DEFINITION OF TERMS
CHAPTER TWO	
LITERATURE REVIEW	
2.1	THEORETICAL FRAMEWORK
2.2	CONCEPTUAL FRAMEWORK
2.3	EMPERICAL REVIEW

2.4 APPRAISAL OF THE REVIEW

CHAPTER THREE

MATERIALS AND METHOD

3.0 RESEARCH DESIGN

3.1 RESEARCH METHOD

3.2 POPULATION OF THE STUDY

3.3 SAMPLE SIZE AND SAMPLING TECHNIQUE

3.4 RESEARCH INSTRUMENT

3.5 VALIDITY AND RELIABILITY OF THE RESEARCH INSTRUMENT

3.6 METHOD OF THE ADMINISTRATION OF THE RESEARCH INSTRUMENT

3.7 METHOD OF DATA ANALYSIS

CHAPTER FOUR

RESULT ANALYSIS

4.1 DISCUSSION

4.2 ANALYSIS OF RESEARCH QUESTIONS

4.3 DISCUSSION OF FINDINGS

CHAPTER FIVE

5.1 CONCLUSION AND RECOMMENDATION

REFERENCES

ABSTRACT

This study investigates the impact of radio advertisements on the purchasing habits of villagers in the Eleko community, focusing on trust, perception, and economic influence. A survey was conducted using 100 questionnaires which included Section A, Section B and Section C with responses indicating a high level of trust in radio advertisements, with most of participants either strongly agreeing or agreeing that they trust the information provided through this medium. Furthermore, the study adopted uses and gratifications and social learning theory for the purpose of the study. However, most of respondents believe that radio advertisements help them make informed purchasing decisions, underscoring the significant role radio plays in shaping consumer behavior. Additionally, the study reveals that most of villagers perceive radio advertisements as having a positive impact on the local economy. This perception suggests that radio advertising not only informs and influences individual purchasing decisions but also contributes to broader economic benefits such as increased sales for local businesses and overall economic growth in the community. Key product categories affected by radio advertisements include essential goods, health services, and local events, which see notable increases in demand when advertised on the radio. Despite these positive findings, the study also identifies a segment of the population that remains skeptical about the trustworthiness of radio advertisements. This skepticism highlights the need for advertisers to ensure the accuracy and reliability of their messages to maintain and build trust among all community members. The study concludes that radio advertisements are a powerful tool for influencing buying habits in the Eleko community. However, to sustain and enhance their effectiveness, it is crucial to focus on maintaining high standards of credibility and relevance in advertising content. The study recommends further research to explore the long-term effects of radio advertisements, demographic-specific responses, and comparative analyses with other advertising mediums to provide a more comprehensive understanding of the impact of radio advertising on consumer behavior and local economies.

CHAPTER ONE INTRODUCTION

1.1. BACKGROUND TO THE STUDY

Though the significance of advertisement in understanding the behaviour of customers remains indisputable, literature on competitiveness of advertisement platforms and their influence on consumer purchase intentions remain largely scanty. Previous studies have reported the impacts of various media platforms on general consumer purchasing intentions and just a few have been on the differences in terms of the competitiveness of the media platforms influences on consumer purchase intentions (Dentsu Aegis Network, 2019; Nelson-Field & Ewens, 2019). Recently, the business world has been challenged with massive competition as buyers are having a vast exposure of products and services to choose from (Van der Waldt, Rebello and Brown 2009). This suggests product functionalities are not enough for businesses to compete in attracting consumers and drive their intentions on purchase (Honkanen, 2014). As such media communication channels are being valued to maximise their role and strategies to be competitive in convincing consumers to purchase (Czarnecka, 2018).

Benson Eluwa (2005) stated that advertising is a type of impersonal means of disseminating information that is typically funded by a sponsor through various media. From the foregoing, it may be inferred that advertising is a persuasive communication since it seeks to persuade the reader, viewer, or listener to accept the sponsor's point of view and to perform the sponsor's recommended actions toward the advertised item. It goes without saying that advertising has greatly aided in raising the profile of the business sector. It connects the consumer with the producer. Also, it should be mentioned that advertising is a crucial social force for any economy's expansion and that it has so significantly shaped public opinion that any product that is not advertised is viewed as having vanished into obscurity, while unsuccessful businesspeople are no longer remembered. Therefore, Carrena (1992) acknowledges that advertising has a significant and positive impact on society. As a result, advertising campaigns typically thrive on the effectiveness, vigor, and excellence of the copy, which, when done well, will sway consumers. The advertiser wants to inform potential customers about the items and solutions. So, the primary goal of advertising is to make the items more well-known (Ramaswami and Namakumari, 2004).

Radio, as part of the media mix, has worked very effectively for brands and products looking to increase market share, drive sales and deliver on specific brand objectives (Johansen, 2018). The radio broadcasting industry faces competition to influence consumers purchase intentions due to new digital media platforms (Hirschmeier, et al., 2019). The knowledge of consumer behaviour helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by other factors including advertising. (Omar & Attaya, 2020) The need for marketers to understand the dynamics of the consumer buying behavior in order to be strategic in

influencing their purchase intentions. Previous research, on consumers' buying behaviour have largely concentrated on changing times and technologies that others have ranked the Internet as the top most media in the persuasion of consumers towards buying products or services (Rasool et al., 2012, Johansen, 2018, Belk, 2016, Stephen 2016).

According to Breuer, Bretter and Engelen (2011) internet advertising has a huge increase, including new advertising models and online channels as search engine advertising and/or price comparisons website advertising which are facilitating the interaction between advertiser and consumer while making a more effective use of the internet's unique potential. However, this assertion regarding the internet is not absolute as other researchers such as Bansal and Gupta (2014) contend that the application of the print media in advertising is much more significant than other types of media. On the other hand, Arshad et al. (2014) underscore television advertisements as the most effective method of influencing consumers' buying behaviours and Mustafa and Abdallah (2020) rate the radio as the best cost effective and convenient media to move consumers into purchasing intentions. On the whole, these arguments bring about inconclusive and contradictory findings; thus, necessitating the need for a deeper understanding of advertisements platforms and their implications on consumers' buying behaviour.

Consumers' buying behavior is one of the processes of decision-making of any buyer both individually and in groups such as how emotions affect buying behavior. The buying behavior of a consumer changes according to different conditions such as demographic, culture, tradition, climate, etc. Consumers' behavior is affected by both internal (individual) and external (environmental) factors or influences. The internal influences include the consumer motivation and involvement, attitudes, personality and self-concept, learning and memory, information processing on the other hand, external factors includes cultural influences, sub-cultural influences, social class influences, social group influences, family influences, personal influences, (Khan, 2006).

Accordingly, this tells of a stiff competition in existence between the advertising channels. It is against this background that this study seeks to investigate the impact of radio advertisement on buying habit of villagers in Eleko community.

1.2 STATEMENT OF THE PROBLEM

Research regarding the way in which radio advertising influences consumers buying habit in the technology advancing world is an area worthy of academic research. Tacchi (2000), Vanhaeght (2019) as well as Veneti and Karatzogianni (2020) described radio as an under-researched field, evidenced by the absence of current academic and theoretical works related to radio. Many regard that in this digital age, research about radio is no longer vital. Thus, it has been difficult to establish its significance and highlight the real problems in the radio industry. (Vanhaeght, 2019).

Historically, radio was denoted a core of family entertainment (Jenkins, 2016) until from 1912 to 1920 when radio stations began to depict gradual revolutions. Owners of the stations started acquiring licenses while at the same time scanning for approaches to make the platform self-sufficient. It is at this point that radio advertising came to be with the first globally recognized radio Ad in 1922 (Pease& Dennis, 2018, Beard, 2016). Marketing plays a critical role in business. The choice, design, platform/medium and accessibility of marketing tools have an impact on how consumers respond to the product on the market. For years, advertising has been viewed as a technique to inform, prompt, motivate and pursue consumers about products and services and into decisions of purchase, thus, without advertising, a business may miss its brand-equity, reputation and market share (Noor et al, 2013). Marketing is needed for the organization to place the product or service in the hands of consumers (Todor, 2016). There is an ongoing debate on whether digital marketing is overpowering and surpassing traditional marketing or not (Todor, 2016) and if consumers purchasing decisions are being influenced by advertising media platform (Maniatis, 2016). Thus marketers are becoming more mindful in choosing the medium and the type of advertising for their goods and services (Mustafa & Al-Abdallah, 2020).

For years, traditional channels of communication have been used by organizations and have seen growth and progress over time. These outlets include outdoor advertisements, newspapers and magazines, television commercials, and radio advertisements (Mustafa & AlAbdallah, 2020). The possibility of accessing the networks mentioned above and their easy usage make traditional contact channels important (Oviedo-Frespalacios, Truelove, Watson, & Hinton, 2019). As argued by Heath et al., (2006), there are three key reasons to advertise. The first reason is to draw the buyer's interest; second, to produce and expand brand identity and third, pursue the one receiving the advertisement.

The advertising landscape has expanded significantly over the years, with radio being a prominent medium to reach diverse audiences, including rural communities. This study aims to investigate the influence of radio advertisements on the purchasing behavior of villagers, focusing specifically on the Eleko community. The Eleko community serves as a microcosm representing rural settings, making it an ideal case study to explore the effects of radio advertising on consumer behavior.

1.3 OBJECTIVES OF THE STUDY

- i. To examine the correlation between exposure to radio advertisements and purchasing behavior in the Eleko community.
- ii. To identify the specific products or services that exhibits a notable change in demand due to radio advertising.
- iii. To analyze the attitudes, perceptions, and trust levels of villagers towards radio advertisements and their impact on buying habits.

- iv. To examine the extent villagers' trust or rely on information provided through radio advertisements when making purchasing decisions.

1.4 RESEARCH QUESTIONS

- i. What are the correlation between exposure to radio advertisements and purchasing behavior in the Eleko community?
- ii. What are the specific products or a service that exhibits a notable change in demand due to radio advertising?
- iii. What are the attitudes, perceptions, and trust levels of villagers towards radio advertisements and their impact on buying habits?
- iv. To what extent do villagers trust or rely on information provided through radio advertisements when making purchasing decisions?

1.5 SIGNIFICANCE OF THE STUDY

The significance of radio advertisements lies in their ability to shape not just consumer choices but the very dynamics of rural economies. In Eleko, these broadcasts are not mere commercial interruptions; they are portals of information and aspiration, fostering desires and shaping aspirations among villagers who may otherwise have limited exposure to varied products and services. For the villagers, these advertisements serve as both informants and influencers. The local farmer, tending to the fertile lands, tunes in during breaks to catch snippets of new agricultural tools or techniques, presented enticingly through the radio waves. The homemaker, managing the household affairs, finds herself drawn to the stories spun around household products, often redefining her shopping list based on the persuasive allure of these advertisements.

The real significance emerges in the symbiotic relationship between these advertisements and Eleko's villagers. The ads not only dictate buying habits but also elevate consumer awareness. They introduce novel ideas, alternative products, and diverse services, enriching the villagers' choices and expanding their perspectives on what is available and attainable. In the context of Eleko, the impact of radio advertisements on buying habits transcends mere commercial interests. It fosters a sense of community empowerment, guiding villagers to make informed decisions while also fueling economic growth within the local markets.

However, the study will be of immense benefit to advertisement practitioners on determining the effectiveness of Radio advertisement. This will also help them in strategizing and packaging such adverts to enhance positive consumer behavior. The study will also be of benefit to scholars and students of mass communication, in understanding Radio advertisement and business tycoons' stands to benefit in the area of assessing consumer response to Radio advertisement.

1.6 SCOPE OF THE STUDY

This study will investigate the impact of radio advertisement on buying habit of villagers (case study of Eleko community). The research will be narrowed to the residents of Eleko community in Ilorin Kwara State. However, respondents within twenty to fifty (20-50) years of age will be drawn from the community, this is because it will be very difficult if not impossible to study all members of the community due to time available for this work, inadequate funds, the nature and geographical structure of Nigeria and other considerable logistics. However, despite the scope, the findings from the study will be generalized on other communities in Kwara state.

1.7 OPERATIONAL DEFINITION OF TERMS

Below are specific definitions of terms relevant to the study focusing on the impact of radio advertisements on the buying habits of villagers in the Eleko community:

- **Impact:** In this context, impact refers to the measurable and observable effects or changes caused by exposure to radio advertisements on the buying behavior and consumption patterns of villagers in Eleko. This encompasses changes in purchasing decisions, preferences, attitudes, and behaviors related to products or services advertised on the radio.
- **Radio Advertisement:** This term signifies promotional messages broadcasted via radio channels to reach the target audience, in this case, the villagers of Eleko. These advertisements could be in the form of audio commercials, jingles, endorsements, or sponsored content aimed at promoting specific products, services, or ideas.
- **Buying Habit:** The recurring, established behavior or routine followed by villagers in Eleko when making purchases. It encompasses their patterns of consumption, preferences, frequency of purchases, brand loyalty, and the factors influencing their buying decisions.
- **Villagers:** Refers to the residents of Eleko, specifically those living in rural or semi-rural areas, characterized by distinct lifestyle, cultural practices, economic conditions, and access to resources. Their consumer behavior might differ from urban counterparts due to specific local factors.

CHAPTER TWO LITERATURE REVIEW

2.0 INTRODUCTION

This chapter reviews relevant literature to the study. Akinwumiju (2017) describes the review of related literature as involving the systematic identification, location and analysis of documents containing information related to the research problem. The literature review also helps to avoid unproductive approaches, achieve methodological insights, find recommendations for further research and look for how to support grounded theory (Omopupa, 2016). Therefore, the literature review for this study broadly focused on the Theoretical framework, Conceptual framework, Empirical Review and Appraisal of the Review.

2.1 THEORETICAL FRAMEWORK

Studying the impact of radio advertisements on the buying habits of villagers in the Eleko community involves several relevant communication theories that can provide insights into this phenomenon. However, this work was anchored on the Uses and Gratifications Theory and Social Learning Theory.

2.1.2 Uses and Gratifications Theory

Uses and Gratification Theory is one of foremost theories of mass communication. It is a theory that states that the more individual, group and society at large depends on media of communication, the more it influences their life and the more they will depend on it. The theory assumes that individuals have power over their media usage; that is, individuals are not passive consumers of media. This is contradiction to magic bullet theory which states that people are passive consumer of media messages. The theory discusses the effects of the media on the listeners. Uses and gratification was first introduced in the 1940s as scholars began to study why people choose to consume various forms of media context.

Uses and Gratifications theory as developed by Bulmer and Katz suggests that media users play an active role in choosing and using the media contents. The theory has been severally criticized both on its theory and methodology. McQuail (1994) commented that the approach has not provided much successful prediction or causal explanation of media choice and use. Since it is true that much media use is circumstantial and weakly motivated, the approach seems to work best in examining specific types of media where motivation might be presented (McQuail, 1994).

However, Uses and Gratifications Theory holds immense significance when exploring the impact of radio advertisements on the buying habits of villagers in the Eleko community. This theory underscores the pivotal role of individuals' intentions and motivations in selecting specific media outlets to fulfill their needs. In the context of Eleko, understanding why villagers tune in to radio broadcasts is crucial. Do they seek entertainment, information, companionship, or cultural connection? Unraveling these motivations

unveils the underlying reasons behind their exposure to radio advertisements and how these ads cater to their needs.

By applying Uses and Gratifications Theory, researchers can delve into the villagers' perceptions of radio ads, how they perceive these advertisements fulfilling their needs or desires. This approach allows for a nuanced examination of the active role villagers play in choosing to engage with these ads and the subsequent impact on their purchasing behavior. Are the ads seen as informative, persuasive, or entertaining? Do they contribute to creating a sense of belonging or community identity?

Understanding these dynamics through the lens of Uses and Gratifications Theory elucidates the villagers' agency in their media consumption choices and sheds light on how radio advertisements intertwine with their daily lives. It not only delineates the influence of these ads on buying habits but also illuminates the villagers' active participation in this media-driven process, providing a comprehensive view of their behaviors and motivations in response to radio advertising in Eleko.

2.1.2 Social Learning Theory

In 1961 and 1963, Albert Bandura conducted a series of experiments to determine whether social behaviors (aggression) could be acquired by observation and imitation. The research that entailed children observing a model punch an inflatable doll looked to support the idea that children emulate their behavior by watching others. These experiments were collectively known as the Bobo doll experiments.

Supported by his findings in the Bobo doll experiments, Bandura developed the social learning theory in 1977. The theory later evolved into the social cognitive theory in 1986 which postulates that learning takes place in a social framework with an ever-changing and shared interaction between the person, environment, and behavior.

Social Learning Theory is an indispensable framework for examining the influence of radio advertisements on the buying habits of villagers in the Eleko community. This theory emphasizes the significance of observational learning and the role of social interactions in shaping behaviors. In the context of Eleko, where community ties and shared experiences hold sway, understanding how villagers observe, imitate, and learn from the radio advertisements becomes pivotal.

Within the Eleko community, the radio serves as a shared platform for information dissemination. Villagers might listen together, discuss ads, and subsequently adopt or emulate behaviors depicted in these advertisements. Social Learning Theory asserts that individuals learn by observing role models or influential figures, and in a close-knit community like Eleko, these models might be local opinion leaders or respected community members endorsing products or services via radio ads. Their endorsements can significantly impact villagers' perceptions and subsequent buying behaviors.

Moreover, the theory underscores the importance of vicarious learning whereby villagers might observe fictional or real scenarios depicted in radio ads and emulate the behaviors or choices presented. For

instance, if an advertisement portrays a positive outcome after purchasing a specific product, villagers might be inclined to mirror that behavior in their own buying decisions.

Understanding how villagers in Eleko observe and internalize the behaviors and messages conveyed in radio advertisements through the lens of Social Learning Theory offers valuable insights. It unveils the mechanisms through which these ads become part of the villagers' social learning environment, influencing their perceptions, attitudes, and subsequent purchasing behaviors. Furthermore, it highlights the role of social dynamics and shared experiences in shaping the impact of media on consumer habits within the Eleko community. Thus, Social Learning Theory provides a robust framework for comprehending the intricate interplay between radio advertising and the buying habits of Eleko villagers.

2.2 CONCEPTUAL FRAMEWORK

2.2.1 Concept of Advertising

Advertising from the brand concept for the purpose of this study, the research will deal with some related literature on the subject. The reason is to extract various view and opinions of other scholars while measuring the effect or the extent of the effect of media advertising on the buying habits on the consumers. This indispensable nature of advertising as a marketing tool is perhaps the most rectal consideration for the reach on the media advertisement on the buying habit on the consumer. It is also important to note that advertising communication as a stimulus aimed at eliciting a specific response from the receiver.

According to Barry Borgat (1920) "consumer should be given the reason why they should buy the product". He point out that advertising tested too] of mass information and mass production all over the world, when handled properly, the effectiveness of advertising is mostly subliminal when consciously we are affected by the advertisement.

The Genesis and Growth of Advertising

The genesis of advertising cannot predate the emergence of mass communication media. This is because advertising is basically a mass communication effort. However advertising by use of different forms of notices on rocks or buildings have been traced to Greek and Roman merchant of old who carried some commercial signs in clay, wood or stone and hung them in front of their shops in the same manner that we use in convey to their prospective customers the wares they had for sell including their prices and a few other important information. Those days they also made inscription on the walls of their small shops to indicate the kind of products available for their customers. As time went on advertising started to become a serious business and it wasn't long before people started to offer themselves as specialists in advertising.

The earliest known record of an advertising agency dates back to 1786. Newspaper rapidly became a dominant advertising medium on till the emergence of television in the 20th century, with the opportunities that digital communication offer, only beginning to realize it look like there will be plenty of changes still to come.

Important of Advertisement

A proper advertisement has a great impact on sales of the produce and that is why companies spend huge amount of money to make effective advertisement. The most important use of advertisement is that it provides avenue where you can easily interact with the prospective client, answering any question or concern they may have about your product or service. Advertising is important so that companies can market their product and get it noticed. Advertisement can increase profits and promote sales.

The first and key factor of advertising is that it will draw an audience's attention to a product or service offered by a company. Potential customers are made aware of the product can benefit them and will give them a reason to investment. Advertising is also important to connect to current customers and remind them why they have chosen the right company. Current consumers can also be kept up to date with the latest products and services available them. Advertising gives companies and business the opportunity to build up brand and an identity a recent example of this having great success is with the Milo brand. The distinct adverts in both TV and print form are instantly recognizable as the company's own and give it an identity as a clean, modern and reputable brand.

Advertisement need to relate to current trends and sell both a product individually as well as the company as a whole. If an advertisement succeeds at both it can help draw an audience to the product or service and build a relationship between the consumer and company. Establishing this connection should lead to a boost in sales for the business. Advertising is of great important in our world of competition. It is important for both seller and buyer. Even the Government cannot do without it first of all advertising introduces new products to general public for example, the public come to know about useful new medicines for some disease we often learn about new machines for Agriculture and Industry for advertisement. Advertising introduces different brands of some product. Advertisement tells qualities of each brand and we can easily select.

Government can be profitably in advertising its schemes and policies. It can tell general public what might do for good of nation. It is through advertisements that we come to know of new services jobs. Qualified people apply for them and get adjusted in life. Advertisement is a dependable and effective means of expanding education and of bringing student to educational institution school, colleges and Universities advertize their classes, courses and fees and attract students for admissions.

Function of Advertising

According to Bovee and Aren (1986) cited in Ozoh (1998, 13) advertising function are categorized marketing, Communication, Education, and Social.

- **Marketing:** Advertising sells a product, a service or an idea to the target audience.
- **Communication:** It serves to communicate information and message to people there providing consumers with the buying information they need.

- **Education:** Advertising imbues its audience with quality of "Psychic mobility" through advertising consumer horizon are stretched beyond their immediate physical and mental confines such that they become aware of new consumption alternative.
- **Social Function:** It has the capacity to do other thing than sales like it promotes and advocate special value such as those bordering on sustained development, child welfare, and disease prevention.

2.2.2 Advertising Media

According to Amey (2013) Advertising media are the means to transmit the message of advertiser to the desired class of people. It is also the channels or vehicles by which an advertising message is brought to the notice of the prospective buyers.

Types of Advertising Media

According to Ozoh (1998, p46) advertising media can be classified into two broad categories, Theme media Scheme media. Some individuals have used the terms "above the line media and below the line" to categorize the two types of media under the theme media (above-the-line) are the following;

- Newspaper:** A set of large printed sheets of folded paper containing news, articles and other information, usually published every day, weekly. There are two main type of newspaper the quality or broadsheet news paper that generally deal with serious news issues, and the tabloid newspapers that deal more with subjects such as sports, television actors, and shocking crime stories.
- Magazine:** Is a publication that is issued periodically usually bound in a paper cover, and typically contains essays, stories, poems etc by many writers and often photographs and drawing frequently specializing in a particular subject or area as hobbies, news or sports.
- Radio:** An electronic receive that defects demodulates and amplifies transmitted signals or a communication system based on broadcasting electromagnetic waves.
- Television:** The transmission of dynamic or sometime static images, generally with accompanying sound electric or electromagnetic signals. OR an electronic apparatus that receives such signals reproducing accompanying sound signals on speakers.
- Bill Board:** A large board for advertisement in an outside public place.
- Direct Mail:** Is a type of advertising medium in which message are sent to target customers through the mail.
- Out Door Advertising:** Is advertising that reaches the consumer while they are outside the home.

2.2.3 Advertising in Nigeria

Advertising in Nigeria is traced to be one of the earliest form of mass communication namely town crying. Town criers were used in the dissemination of information about important ceremonies and used in

the intertribal wars, disaster, marriages, births death and so on even today town criers are still being used in many villages in Nigeria to communicate vital information the town crier is paid in kind to structure and disseminate his message effectively at the right time and to the right audience. Another common advertising medium in Nigeria in the early days was Hawking.

Hawkers advertise their goods by shouting out the names of the wares they were carrying and extolling the qualities of such wares. Despite their advertising validity the earliest form of mass communication soon stepped aside for the modern media mass communication which in the face of mounting commercial growth were found to be more potent in advertising message delivery and wider audience reach. It is worthy to note that the traditional media communication is still in use in some parts of Nigeria as Advertising media. Modern Advertising commenced in Nigeria with the establishment of the first newspaper in the country. Iwe Irohin, the paper was set up in 1859 and its publisher was Rev Henry Town send of the church missionary society. According to Ogbodoh (2003) when iwe Irohin commenced publication it carries advertisement in form of announcement which includes on births, weddings, death, church activities, vacancies, shipping schedules etc with the setting up of other newspaper namely. Anglo Africa (1863) Lagos weekly Records (1891) Lagos standard (1892) Nigeria pioneer (1914) and so on. The horizon of newspaper advertisement widened considerably. These computed for the revenue that accrued from Government and commercial advertising.

By 1960 advertising had moved into the magazines and the broadcast fold. The significance of the magazines lies in its introduction of color into Nigeria advertising. The radio capitalized on the intimacy of the human voice while television exploited movement which made advertising dramatization possible. Nigeria advertising cannot therefore be companies that set the stage for the business environment that powered the advertising dream. Those companies are the royal Niger Company's which later metamorphosed into United African company (U.A.C) Lever Brothers Ltd. Lloyds Bank, Daily Times, NTA, Federal Radio Corporation of Nigeria (FRCN) to name just a few these captains of commerce and industry prepared the fertile ground from which Nigeria advertising grew up to productive advert.

Measuring the effectiveness of advertising

Advertising is not complete if the effectiveness of advertising is not complete. Although it is not at all possible to measure advertising effectiveness accurately as there are many factors:

- i. Making a brand image
- ii. Increasing the sale
- iii. Keeping people informed about the product
- iv. Introducing micro product and so which affect the effectiveness of an advertisement

According to Kofler and Armstrong cited in Okoro (1995, 156) the two most popular areas which need to be measured for knowing the effectiveness of advertisement are:

- i. Communication effect
- ii. Sales affect

Communication Effect: Research Consists of Three Types of Researches

- i. Direct rating method: here customers are directly asked to rate the advertisement and these rating are calculated.
- ii. Port folio tests: here the customer see the advert and listen carefully to the advertising and all the contents of the adverts and the contents then the calculations are done with the help of these data.
- iii. Laboratory tests: here the apparatus to measure the heart rates, blood pressure, perspiration etc are used on the customer after he reaches the advert to know the physiological reaction of the body.

Sales effect research: Totally depends on the sales of the company. The sales keep varying from time to time. There are some features affecting sales like:

- i. Product availability.
- ii. The price of the product.
- iii. Contents of the product and sometimes.
- iv. The competitors.

Tools for measuring the effectiveness of an advertisement include:

- i. Distribution of questionnaires flyers.
- ii. Holding of surveys and product recognition test.
- iii. Use of toll free number
- iv. Integrated direct marketing
- v. Analysis tool.

Types of Advertising

- i. Primary Advertising: Is intended to stimulate an interest and a desire for a certain class of goods
- ii. Selective Advertising: Is done to impel the customers towards the purchase of a particular brand of goods.
- iii. Mass advertising appeals to a cross section of the population.
- iv. Class advertising is directed at special groups of people such as student, newly married couples etc.
- v. Transit advertising is which normally advertisers by having there item's skin on vans or busses which roam city or nationwide.
- vi. Publicity is information about a product that is supplied to the advertising media by the produce.
- vii. Name advertising is used in case of such items as cigarettes and is done to popularize a particular name brand.

- viii. **Institutional advertising** is used for the purpose of getting some message across to the public which may or may not be closely related to the sale of any particular merchandise.

Advantages of Advertising

- i. **Increasing sales:** The expense of advertising may be justified on the ground that it helps to increase sales, which there by result in increased production.
- ii. **Reduction cost:** It assets to reduced cost of production and distribution which are passed on-to consumers in the form of reduced prices.
- iii. **Duplicate:** The basic purpose of advertising is to increase the sales of products which are not in competition, for example large amount are spent on the publicity of Milo product which appear to be in competition but which is really produced by the same manufacturers.
- iv. **Prevention of cost sales:** Much advertising is aimed at preventing the erosion of its sales by competitors. So advertising may be regretted as being "defensive"
- v. **Creating market attitude:** Advertising can create a market attitude for product which would not otherwise be desired thus artificial demand can be created by exploiting fears.
- vi. **Impressions the public:** Advertisement is considered important branch of business which impresses the public about the superiority of product.
- vii. **Economy in commission:** It introduces the manufacturer in the market as an independent supplier so public may directly place an order to him which can reduce a whole sale's commission and utilize it to lower the retail prices.
- viii. **Encouraging competition:** It assists to promote competition among the producers thus it facilities to supply goods of improved quality in the market at competitive prices.
- ix. **Increasing business activities:** Advertising helps to increase the business activities in the country. Thus national income and consumption per- capital may be increased.
- x. **Developing goods:** It informs the manufacturer about the changes in taste, fashion and habits of customers so producer will be in a position to develop his product according to the change circumstance in the market.
- xi. **Sufficient profit:** It promotes the selling process to the great extent which gives producers sufficient profit.

Disadvantages of Advertising

- i. **Costly functions:** The strong objective and arguments against the advertising is that it is a costly function as: It generally criticized that the cost of advertising to too high and that such high cost is covered by the selling price of the advertising goods. Advertisement is considered as an indirect cost which is added in the distribution expenses when expenses are to be increased the selling price of the products will also be enhanced it is true factors because large advertising spend thousands of Rupees for advertising in a week. In one study it is found that

advertising cost 6% of sales. It means that consumers will have to pay higher prices of the advertised the cost of advertisement cannot become burden on the consumers thus the unbalanced advertising may cause certain goods to cost the consumer more than they should so it is regarded as an economic waste.

- ii. **Misleading claims:** Some advertisers cleverly create a misleading impression of their goods they present a very rosy picture of their product before the consumer with the object of increasing their sales.
- iii. **Encourage monopoly:** Advertisement restricts the competition among the product. Big industrialist and manufacturers may exercise their monopolistic control over the market with the help of advertisement techniques which is always against the public interest.
- iv. **High price:** It is undoubtedly true that effective advertising increase the sales volume this increased sale will require more products thus large scale production brings down the cost of goods per units due to economics various sector which reduces the consumers selling prices but the producers do not lower the price and the burden of advertising remains on the shoulders of the consumers.
- v. **Disconnection of business:** small firms cannot properly advertise their product due to limited resources but on the other side entire market is controlled over by great advertisers it becomes impossible for small firm to continue their business in the business field so small firm disappear from the market.
- vi. **Influence purchasing power:** advertising goods are generally available in the market at high price which influences the purchasing power of the consumers so some people use foul means to increase their income for purpose of meeting their necessities of life. Thus unnecessary advertising creates the corruption in the society.
- vii. **Misuse of Advertising:** Some beautiful switch lights hoardings, posters and moving picture are fixed generally in front of some important road for places which have been harmed by the misuse of advertising glaring red neon lights have actually been hazards at certain cross roads.
- viii. **Creating Unrequited Desire:** Another objection is that advertising influences the mind of public it crates the desire and taste for new products which are not actually necessities of life and income of consumers will not let them enjoy. Advertising may thus be regarded as the cause of unrequited desire which may result in unhappiness.
- ix. **Promotion of Social Evil:** Some firms present immoral program and features and crime stories in television and Radio for advertising their products which have a very bad influence upon new generation so advertising result in creating social evils in the society and wasting of Economy.

- x. **Buying Problems:** There are numerous similar types of products which are advertised in the market. But producers lay great emphasis on minor difference in the formula or technique of advertised goods for example there are many brands of advertised shaving creams which performs the same function but it has become impossible for the average buyer to judge with any certainty the quality of the hundreds of articles he buys.

Aims of Advertising

- i. Advertising provides a public service because it gives us information about products, services, no wonder the international advertising Association states "to be properly informed the consumers needs advertising" informed choice is based on information advertising is the vital conduit for that information between producer and consumer" and it does more than merely inform.
- ii. The joy of advertising is to sell successful adverts engage the mind of the consumer and motivate him to buy the product advertised. Adverts sell more than products / services they also sell brands for example a manufacturer of pomade is advised not to spend millions of naira advertising to make customers buy just any pomade, rather the manufacturer should encourage people to buy his product you need to convince the public that your brand of pomade should be more desirable than any other.

2.2.4 Overview of Radio

Radio is a communication technology that uses radio waves to transmit sound and information from one point to another. It involves the use of a transmitter to send signals through the air, which are then received by a radio receiver. Radio waves have the ability to travel long distances, making radio a valuable means of communication over large areas. According to Daramola J.S. (2011), radio refers to the transmission and reception of electromagnetic waves that carry audio or data signals through the air. It is a form of wireless communication that has been in use since the early 20th century. The radio waves are generated by a transmitter and received by a radio receiver, which converts the electromagnetic waves back into audio or data signals.

The concept of radio has its roots in the 19th century when scientists discovered the existence of radio waves. The first practical radio system was developed by Guglielmo Marconi in the late 1800s, and the first radio broadcast was made in 1906. Since then, radio has evolved into a powerful medium for entertainment, news, education, and communication. The concept of radio has evolved significantly since its invention, and it is now used for a wide range of applications such as broadcasting music, news, and other forms of entertainment. It is also used for two-way communication such as in walkie-talkies and mobile phones.

Onabajo (2012) averred that, "Radio is a vehicle for projecting personality through which it attracts and holds an audience. Radio is an efficiency instrument for getting a message to a large number of people

at the same time. Radio is a powerful instrument in the area of public enlightenment.' Not been constrained by the barriers of time-space, illiteracy, and electricity supply, radio is one of the ideal means of mass communication in both developed and developing societies because it is easy to establish, own operate and maintain, and does not demand much intellectual exertion from listeners.

Dada O.C. (2014) stated that radio is a fascinating medium among the various mass communication media because of its special characteristics. It continues to be as relevant and potent as it was in the early years despite the emergence of more glamorous media. It is a truism that in the first phase of broadcasting spanning three decades from the early twenties, radio reigned alone or was the dominant player.

However, over a period of time, the media scene has changed drastically. Television with its inherent strength of audio-visual component has captured the imagination of the people. The advent of satellite television, the Internet and the convergence of technology have added further dimensions in media utilisation patterns. However, despite the presence of a plethora of media, there is room and scope for each medium. Experience has revealed that 'new technologies add things on but they don't replace'. One medium is not displaced by another - each medium reinvents itself in the context of changes in the communication environment. In the changed media scenario, radio is reorienting itself with more innovative programmes and formats.

According to Colin Cherry (2013), through commentaries and programmes, the radio acts as secondary agents of mobilization. The radio facilitates and enhances the process by which individuals partake in collective decision making. This is however, one the radio adapts through programmes about the welfare of People with special needs can be aired.

2.2.5 Global History of Radio Advertising

Radio denoted the core source of family entertainment during its early ages. Households would sit together and listen to their favorite programs that would further translate to the day's discussion. As a result, businesses identified the potential in radio and consequently decided to utilize the same for commercial advertising. Therefore, for as long as the radio has been in existence, corporate ventures have recognized it as an ideal avenue to tap into a wider audience for their goods and services (Beard, 2016). Therefore, radios have been a perfect communication avenue where the corporate ventures have consequently utilized it to create awareness for their services and products. In the dawning of the 20th century, the manufacturers of radio equipment as well as retailers had control of most radio stations and consequently deployed them to enhance radio sales instead of making a profit.

On the other hand, radio stations were highly regarded as an investment that would cajole households into procuring radios. From 1912 to 1920, radio stations began to depict gradual revolutions where they ramped up their offerings. As a result, continuous broadcasting became the order of the day. The owners of the stations started acquiring licenses while at the same time scanning for approaches to

make the platform self-sufficient. It is at this point that radio advertising came to be. That said, the first globally recognized radio Ad was in 1922 where AT&T initiated the same of toll broadcasting chances. They contended that corporate ventures could utilize the opportunities to finance or underwrite a broadcast as a result of having their companies or brand mentioned on air. Later on, in the same year, WEAf, the renowned New York radio station became the first channel to have run an officially sponsored advert.

The endeavor cost Queensboro \$50 to have their commercial aired for 50 minutes in the bid to foster the sale of apartments. That said, as economic fundamentals spearheaded the development of the radio in the American territories since its arrival in the 1920s, the system was on the other hand, heavily regulated for the United Kingdom. Since its introduction, the radio initiative was ad-free (Pease& Dennis, 2018). However, the Austere Calvinist, John Reith became the first BBC director general to create the advertising tone by emphasizing that broadcasting ought to be a public service responsible for the education of masses. It is somewhat ironical that besides being the year that BBC was pioneered, 1922 further oversaw the inauguration of the first paid radio advert. At that particular time, the predicaments of the radio advert were identical to those of the emerging internet so many years later.

Both the radio and the internet were technological miracles, but they were underutilized, as nobody seemed to have an idea on how to make them generate revenue. That said, the UK radio commercial was somewhat sluggish, and its birth was further prolonged than that of the US. What is more intriguing is that radio ads were familiar to Britons. Stations such as Radio Normandie and Radio Luxembourg beamed ads as far back as the 1930s. The adverts were somewhat famous that the citizens and corporations had the belief that radio ads would be introduced in 1936. Such is because the BBC charter was to be renewed. However, in collaboration with the News Publisher Association, BBC killed off the dream.

Concurrently, it is somewhat surprising to discover that the first British radio commercial was aired on 8 October 1973 at 6:08 AM (Pease& Dennis, 2018). Accordingly, Lintas for Bird's Eye fish fingers pioneered the one-minute ad as soon as LBC came to life. It is imperative to acknowledge that the station entailed the nation's first commercial radio station. Lastly, the forms of radio advertisement garnered popularity and consequently spearheaded radio stations into the radio's golden age.

2.2.6 Specifications of Radio Advertising

Just as it is the case with TV advertisements, various corporate entities indulge in radio advertising investments. By so doing, they procure spots, otherwise known as commercials in the radio sector to promote their services or products. The endeavor involves the compensation of the radio stations by the advertisers, who in turn, are granted the opportunity to have their advert on air for a specific duration (Campbell, Martin & Fabos, 2018). The listening audience of a particular station can then hear the advert. That said, numerous types of commercials can be deployed for the advertising endeavor. The choice of the

advertisement method depends on the company as well as the nature of the advert. They include the following:

The Live Read: Such is a typical form of radio advertising where the presenter voices a live on-air advert. In other words, the announcer or DJ on air during the scheduled time for the ad reads live the advertisement. The particular initiative utilizes the popularity of the specific station that is playing the ad. A significant proportion of the on-air talent is renowned in their regions of operation and is a crucial player of lending expertise to its community. That said, having familiar and popular personnel read out an ad comes in handy at instigating advertisement while at the same time depicting a sense of uniqueness from the pre-recorded batch that also plays in the station. Entities that utilize the same cling onto the anticipation that the ad will influence the listeners a bit to pay attention to the particular advert since their favorite personality is reading it.

However, it is imperative not to overlook some of its potential hazards. If the presenter fails to execute an exemplary job, the company or individual sponsoring the ad has to live with it since it is a live initiative that does not involve do-overs (Martín-Santana, Reinares-Lara & Muela-Molina, 2015).

The Jingle Ad: Unlike the former, the jingle ad utilizes music or jingles to pass its message. In line with this argument, it is imperative to acknowledge that there lays a strong connection between music and memory. Therefore, one of the most suitable ways to create a unique ad is to come up with a memorable jingle to accompany it (Martín-Santana, Reinares-Lara & Muela-Molina, 2015). A properly produced jingle introduces a sense of professionalism into the brand while at the same time fostering its recognition by the audience. Indeed, the music aspect in the jingle can induce a vibrant picture of the business in the mind of the listener. As a result, the jingle continually runs in the heads of the audience, and they recall the commercial. Indeed, it is irrefutable that memory has a positive correlation to music where the audience always finds itself humming to a given jingle randomly. That said, when used creatively, jingle ads are among the most successful ways that a brand can communicate its presence to the audience.

Personified Commercials: On the other hand, companies may also decide to add characters to their radio advertising initiative. Such is an ideal way to create a dramatizing effect of a message while at the same time making the instance memorable. By not providing a visual impression, the audience is left to picture a picture on their minds on the identity of the brand (Kwon, King, Nyilasy & Reid, 2018). Therefore, one consideration that the users of this platform should put into place is uniqueness. The story should be unique since the more one can relate the character, the more that the audience seeks to discover the next occurrence and are thus prompted to follow along with the radio.

The Sponsored Ad: The form of the commercial is one adjacent to the renowned content segment like horoscopes, weather, or traffic. In line with this argument, sponsored ads are the way to go for advertisers seeking to deploy a more subtle approach for their marketing initiatives (Hackley C & Hackley R, 2017). In

line with this argument, the advertising party may decide to sponsor various types of regular programming such as traffic updates, weather reports, and news among others. The most exciting aspect about the form of advertisement is that it guarantees the advertiser of a first spot in the commercial breaks such that they can reach a broad base of customers before they even contemplate of changing stations or shutting down the radio after the sponsored event. That said, the content under sponsorship is usually, and the advertiser captures a wide audience. However, the charges for the form of advertisement are very high. However, from a positive outlook, the advertiser stands to gain the benefit of frequent mentions such as "news brought to you by XXX Company." Such situations help in cultivating a positive brand image.

Testimonials: Notably, one cannot afford to ignore the vitality of testimonials in creating a positive brand image for the advertiser. That said, the platform is also an ideal way of communicating a business' presence to the audience. The unique aspect of the particular form of promotion is that it deploys an individual whose task is to give a real account of how the business in question improves the lives of consumers. The vitality of such an approach to building a positive brand image is irrefutable. Some of the aspects that make it interesting include the fact that it is real, believable, and relatable to real life experience (Hamilton, 2017). The concept of trusting other human beings is coded into the human brain, and thus the audience believes more in other individuals than the advert itself. By so doing, companies or business people allow the users to speak for the products individually and consequently indulge in the selling through the given testimony.

2.2.7 Advantages of Radio Advertising in Comparison with other Media

Indeed, radio advertising may seem like an outdated and old-fashioned way of promoting business activities. Such is primarily due to the advent of newer types of media like the internet consequently prompting a drastic decrease in the radio audience. Nonetheless, such is a biased perspective of looking into the subject matter. Indeed, the fact that the audience has reduced is indubitable.

However, the radio's reduced audience is still significant. For instance, a commercial aired in Australia can reach over 16 million people where 49% of them listen to the radio at home whereas a smaller proportion of 32% listens in the car (Segrave, 2015). Thus, there are still compelling advantages of utilizing the channel as listed below.

Selective Targeting: An advert aired through the radio reaches the target audience easily. Such is because radio stations are already targeted to particular market segments and demographics. That said, the local brands will stand to benefit from the fact that the audience of the utilized radio station is local (Harsch, 2018). In other words, the local station is attractive for individuals who seek to remain updated on local events such as personalities, events, and news. The fact that the stations comprehend their target audience unlike other media such as newspapers enables them to facilitate the advertisers to modify and localize their contexts. Thus, an advertiser can lock into his or her potential customers by selecting the most suitable

newspaper or magazines is almost impossible (Harsch, 2018). On the other hand, deploying TV for advertisements takes up months for the advertiser to have actual measurable outcomes. In comparison, radio results can be analyzed daily. As a result, if the ad renders ineffective, then the advertiser can have it changed after a week or two. Concurrently, most advertisers tend to appreciate the swiftness and accuracy of radio advertising. That said, it is straightforward to determine an underperforming ad as compared to the other prototypes of advertisement. Besides, the results can be evident in a few days, and the quick depiction of outcomes makes it possible for the advertisers to change their spots and consequently integrate a new message without any hassles.

Cost Efficiency: The form of advertising comes in handy in mitigating excessive expenditure on promotional initiatives. That said, radio advertising calls for lesser costs as compared to other platforms like TV. Besides, print advertising can hike to as high as hundreds of thousands whereas radios require significantly smaller investments. Both TV and print advertising call for massive investment for diverse aspects such as models, actors, studio time, as well as video and photographing equipment among others (O'Sullivan, 2015). Radio ads only call for a single voice or two hence alleviating the excessive production costs. In fact, most of the stations provide free production to their advertisers and further reaches the same intended audience. The overall implication is message communication and less expenditure.

The Disadvantages of Radio Advertising in Comparison with other Media

The Absence of Visuals It is beyond reasonable doubts that the human mind depicts a better remembrance for what it sees as compared to what is heard. That said, overheard content in quick succession is not registered in the brain properly. Thus, the contention is that TV advertising may have better retention capacity than radio (Hamilton, 2017). Whatever little content registered in the mind through radio advertising cannot be wholly recollected later. As a result, there are high chances that the audience will barely remember an entire advert on the radio. Even in the scenario of total remembrance, the listener may not be in a position to depict complete comprehension of the message. Such is because one cannot see the particular item that it discusses. It is common for humans to believe in only what they see thus rendering the method of advertisement problematic.

Irrationality: From a logical point of view, the irrational perspective of radio advertisement hails from the claim that it does not have a guarantee that somebody will hear it (O'Sullivan, 2015). For instance, an advertiser may arrange to have his or her ad aired after song 2. As per the moment, the number of people listening to song 1 is 20. As soon as song 2 commences, the listeners find it unattractive and 10 of them change the channel. As such, the marketer loses ten potential customers. From another point of view, the highest percentage of the audience does not listen to ads at all. They switch to another station as soon as one interesting program is over. Therefore, irrationality is one of the major blows that render radio

advertising ineffective and unsuitable for use. It is in such a scenario that advertisers opt for alternative forms of advertisement such as the print media or social media.

Lacks Permanence: Besides, the form of advertising is also associated with a temporal state. In other words, one cannot keep the advert for future reference as compared to other alternatives such as magazines and websites. The reader can tear off an exciting part of the former or even save links and images of adverts when using the latter (Andrews & Shimp, 2017). Such materials can be observed later hence creating a sense of permanence. On the contrary, the radio is live, and once an event or an ad has been read out, it cannot be redone. In other words, the listener has to remember it or even wait for the next time that the ad reappears. Such is a significant blow since radio advertising is thus outdone by TV advertising in this particular aspect. In the advent of the new technology, especially DVR, it is possible to rewind content and view it again when the consumer deems it appealing. On the contrary, the radio utilizes ephemeral ads which cannot be rewound and one has only to hope that it will be read out again.

Distraction: Using the radio is advantageous due to its portability where listeners can carry it along as they move about. In fact, mobile phones are also equipped with FM radios where one can easily listen to radio broadcasts at any time at any place. However, the portability aspect that comes with the radio can be regarded as a double-edged sword capable of inducing not only desirable outcomes but also negative implications to radio advertising. For one, people can drive while listening to the radio. Besides, one can also indulge in other activities while at the same time listening to the broadcasts. The contemplation, in this perspective, is that no driver is going to stop at the middle of the road to pay attention to radio broadcasts or advertisements. On the other hand, those who are working may be deeply engrossed in their tasks that they forget to pay attention to whatever is going on on the radio. Therefore, these drawbacks undermine radio advertising.

Lack of Affordability: This particular contemplation does not seek to criticize the previously mentioned aspect that radio advertising is not costly. However, it is imperative to look at the matter with an inner eye in the bid to observe even the tiniest details. That said, one cannot afford to ignore the fact that radio advertising is not affordable over a short period. As such, the cost-effectiveness comes in when one seeks to utilize the platform over a long duration. That said, for one to register an advertisement that will stick into the minds of the targeted audience, he or she must be in a position to create numerous adverts that have to be repeated severally for them to stick in the mind of consumers (Andrews & Shimp, 2017). As such, any marketer who advertises only once on the radio may not make any extra profit. Again, the number of acquired clients may even not equate to the cost incurred in creating the ad.

Market Share of Radio Advertising: Anyone making a close follow up of the media cannot fail to note a significant change in the media landscape for the past few decades. Besides the rapid technological advancement as well as changing patterns in the consumption practices, one of the most significant

variances is the upheaval in the advertising scope. The radio was already self-sufficient in the 1980s where it had a two-decade lead on other forms of media. However, with the advancement of technology, other younger mediums sprouted consequently leading to a substantial decrease in radio's market share. As much as its growth in the previous years was steady, it was still low and suffered significant losses in the middle era of the last decade due to the internet as well as the recession that undermined broadcasting services. Just as it was the case with other media forms, radio accrued substantial benefits through long-term economic progression in the advent of 1980-1990 as well as the new century. In this case, radio advertisement revenue hiked from 1980s \$3.7 billion to \$19.7 billion in 2004 (Wojdynski & Golan, 2016).

However, after this period, the advent of the online platform brought about devastating implications for radio adverts. Again, the manifestation of the recession prompted decreased advertisement spending where it followed a pattern of \$21.3, 19.5, to 16 billion through 2007, 2008, and 2009 respectively (Rosengren, 2019). Concurrently, the value further hiked to \$17.3 billion in the advent of 2010. That said, one cannot afford to ignore the fact that it is the combined implications of the competition faced from the online platform in conjunction with the implication of the economic depression that account for the primary driving forces that have undermined the performance of the medium.

In line with the contemplations of Andrews & Shimp (2017), the global market for advertising had a value of \$3.2 billion in 2017. Besides, it was also said to be depicting a 2.2% CAGR growth rate since 2010 (Wojdynski & Golan, 2016). Notably, radio advertisement entails one of the most affordable means of advertising when used effectively. Such is because radio advertising involves the exclusive broadcasting of audio content. Therefore, unlike other modes such as TV, the producer does not need to come up with an eye-appealing content to draw the attention of the audience. As a result, the overall costs involved in executing the endeavor is significantly low.

Thus, the affordability makes up the rationale as to why radio advertising still holds a significant share in the advertising industry. Concurrently, Hilmes (2012) implies that there are prospects for hitting a target of \$37.4 billion value for the advertising market by 2023. During the consideration of the platform's efficiency and attractiveness to advertisers, one cannot afford to ignore the fact that the popularity of the medium is dynamic and varies from one nation to the other in terms of revenue and reach. Radio advertising has an extremely high-end income in Canada and the US. The most likely reason for the high revenue is that the two countries are associated with commuting car culture where individuals listen to the radio while driving. The culture fetches an annual income of \$67 per capita for the entire industry.

On the other hand, Germany and Canada have a significantly lower yearly value of \$47 per listener. As the trend continues, Sweden and Australia depict an even weaker performance with below \$40 per capita. Concurrently, the UK and France have a similar value where they both make approximately \$25 per capita every year. What is more intriguing is that there lacks any correlation between audience reach

and revenue generated in these countries. Notably, the global market value of radio advertising is approximately \$20 billion annually. Thus, the driving factors vary from one state to the other. Some of the critical aspects in the US may not work in Asia, Europe, or Africa.

2.2.8 The Future of Radio Advertising and Its Critics

In consideration of the previously mentioned facts, the general contention is that radio advertising is here to stay and is not going away. As such, radio advertising as a critical component of marketing goods and services and should be placed in the mix for those seeking to promote their commodities. Nonetheless, the vitality of radio advertising may be unclear. Accordingly, a study executed in 2018 in the UK revealed that as much as radio advertising accounts for the second best medium for accumulating commendable ROI, agencies and advertisers gave it a rank of six out of the seven available mediums. As such, if the results are a depiction of the wider society's perspective on radio advertising, then it is indeed beyond reasonable doubts that it is undervalued.

However, if advertisers were to appreciate the crucial role played by the platform, then its market share would stabilize substantially and even depict impressive results globally as it was the case with Europe in the UK in 2018. That said, clearer dissemination of the reality surrounding radio's resilience will come in handy in triggering more advertising revenue for radio stations. Concurrently, a significant proportion of individuals in the media industry possess adverse assumptions on the effectiveness of radios mainly following myths that undermine its popularity with the youngsters, reach as well as daily listening duration as well as demographics in relation to education and income (Wojdyski & Golan, 2016). Indeed, the industry is to be partially blamed for allowing the particular misunderstandings to prevail in the market. As such, they need to embrace a collective strategy in conjunction with an aggressive campaign to eradicate the myths. However, the activity has to be backed up by hard evidence on a global scale to do away with the prevailing sick attitude. Most importantly, the contemporary world is living in an economy characterized by "on-demand" where consumers can get what they need and at a given time as well as location.

In the advent of technology, it is now possible to offer near-immediate goods and services delivery. As a result, there is a virtual linking of demand and supply. The particular need for promptness has subsumed various industries ranging from transportation and media to labor. As a result, convenience has made it possible for businesses to fulfill the needs of consumers with comfort and ease (Wojdyski & Golan, 2016). The form of revolution, therefore, challenges radio advertising to change its ways and adopt more suitable models. For one, interruptive advertising paradigms have an obligation to create the exemplary user experience in this particular "on-demand" world. In line with this argument, consumers are continually seeking to do away with ads and consequently access the content that they desire.

The development of DVR, as previously mentioned has made it possible to do away with ads when watching TV. With ad blocking software, viewers can display online ads. On the other hand, radio ads are impossible to skip. The old audience had to change channels which were very few. However, the contemporary world has seen an increase in the number of radio channels thus leading to less commercial interruptions. In such a scenario, it becomes very challenging for radio advertising to support its revenue while at the same alleviating the issue of sending away its audience. The best remedy for the situation is to utilize one of the unique radio assets, which is the presenter's power of persuasion. Such endorsement is a critical tool that comes in handy in creating a unique relationship with the audience. The presenters thus become relatable and trusted opinion leaders. As such, they can be in a position to influence the audience and consequently aid in shaping their purchasing decisions hence adding on the value of radio advertising (Domazet, Dokić & Milovanov, 2017). In like manner, radio advertising also needs to consider embracing non-interruptive advertising.

Radio advertising is a crucial platform in the advent of the 21st century. As much as it has faced stiff competition from other forms of advertisement that have consequently reduced its market share, its remaining population is still substantial. Therefore, it is vital that the platform comes up with ideal ways of correcting their flaws while at the same time taking advantage of their strongholds. That said, the radio advertising has a bright future as shown in Europe's context provided the responsible individuals agree to embrace corrective measures to ensure that the platform keeps up with the rapidly changing world of business.

2.3 EMPIRICAL REVIEW

At the turn of the century, there were few career choice for women in business, however, Advertising was one of the few, since woman was responsible for most of the purchasing done in their household. Advertisers and agencies recognized the value of women insight during the creative process in face, the first American Advertising to use sexual sell was created by a woman. Although time by day "standard, the Advertisement featured a couples with the message the skin you love to touch".

In the early 1920s the first radio station were established by radio equipment. Manufacturers and retailers who offered program in order to sell more non-profit organization followed suit in setting of their own radio station; and includes, clubs, school and civic group when the practices of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business named at begging and end of the sponsorship right in small time allocation rather than selling the sponsorship right to single business per show.

Rajagopal (2011) conducted a study to examine the effect of radio advertisements on urban commuters' shopping habits and to ascertain the function of radio advertising in communicating sales promotion information. According to the study, the effect of radio commercials on consumer behavior and

physical, cognitive, and economic factors significantly impacts how urban consumers shop at retail establishments. The varied effects of leading and challenging retail enterprises' advertising campaigns on anticipated product sales show that radio advertisements significantly arouse customers and increase sales volume in various retail outlets (Panagopoulos & Green, 2008). Due to their more accessible access to radio transmissions, metropolitan commuters have a greater sense of intimacy with the broadcasts (Kuffert, 2009).

Local radio advertisements inform listeners about market trends (Sauls & Greer, 2007). Listeners are influenced by radio commercials every day of the week and throughout working hours (Rajagopal, 2011). Radio advertisements use enthusiasm and acceptance of diversity as persuasive strategies to market goods and services during working hours, with the idea that access to commercial information is the "new cool tier" of the entertainment industry. They target audiences based on age, gender, and ethnicity (Gijssels et al., 2008). Mengko (2018) undertook a study to examine how TV advertising affects consumer purchasing decisions. This study's findings demonstrate the important influences that credibility, interaction, and informativeness have on consumer purchasing decisions. Anjum, B., Irum, A., & Naheed, D. (2015).

2.4 APPRAISAL OF THE REVIEW

The empirical review on the impact of radio advertisements on the buying habits of villagers, focusing on the Eleko community, offers a focused analysis of existing research within this specific advertising medium. By narrowing the scope to radio advertising, the review provides valuable insights into the unique effects of this communication channel on rural consumer behavior.

Methodologically, the review demonstrates a systematic approach to identifying and evaluating relevant studies specifically related to radio advertising's influence on buying habits in rural settings like Eleko. The inclusion criteria are clearly defined, ensuring that only studies directly addressing the research topic are considered.

Key findings from the review suggest that radio advertising plays a significant role in shaping villagers' buying habits, particularly in areas with limited access to other media channels. Radio's ability to reach a wide audience, including those in remote or underserved communities, makes it a powerful tool for advertisers seeking to engage with rural consumers.

The review's implications underscore the importance of targeted and localized radio advertising strategies in reaching Eleko villagers and influencing their purchasing decisions. By synthesizing findings across studies, the review provides actionable recommendations for advertisers, marketers, and policymakers seeking to leverage radio advertising to promote economic development and consumer welfare in rural areas.

CHAPTER THREE RESEARCH METHODOLOGY

3.0 INTRODUCTION

Research study is an important tool for advancing knowledge, promoting progress and for enabling man to relate more effectively to his environment in order to accomplish his purposes and to resolve his conflicts. Basically, this chapter is concerned with the methods used in collecting, analyzing and interpreting the data for the study. Therefore, it contains the research design, research method, population of the study, sample techniques and sampling size, source and method of data collection, techniques of data analysis as well as variables of the study.

3.1 RESEARCH DESIGN

Rajendar (2009) defined research design as it communicates the intentions of the researcher, the purpose of the study and its importance, together with a step-by-step plan for conducting the study. Problem is identified, questions of hypothesis are stated, variables are identified and terms are defined. The subjects to be concluded in the instruments to construct the producers to follow how the data will be analyzed-all are spelled out.

Research design is a basic plan that guides data collection and the analysis phase of any research work. It can be regarded as the frame-work which specifies the type of information to be gathered including the source of data and the procedure used in collecting them. According to Lawal and Adeoye (2016) research design can be seen as the structure of research, it is the glue that holds all the elements in the research project together.

3.2 RESEARCH METHOD

Undeniable, the best method of studying attitudes, behavior and motive remains the survey research method, hence, it was adopted for this research. Survey method is one of the oldest research methods as defined by Kerlinger. It is the process of collecting data from a population or a sample drawn from a population or with the purpose of investigating relative incidence, occurrence or inter relationship among the variables of natural phenomena. The aim and objective of this chapter is to present the procedure followed in achieving the goals of the research.

3.3 POPULATION OF THE STUDY

Population of study for any research work has been variously defined by different scholars and their definitions pointed toward the same direction. Avwokeni (20016) refers to populations of a research study as the set of all participants that qualify for a study while Akinade and Owolabi (2011) defined research population as the total set of observations from which a sample is drawn. In another wise, Wimmer & Dominick (2012) population of a research study is a list of collection of subjects, objects,

Variables or concept in a defined environment. This could be a group or class of variables, concept or phenomenal in a given study

In this research, the population used comprises of residents of Eleko community in Ilorin east local government, Kwara state. The population was made up of radio audiences in the area who have listened to a considerable measure of advertisement from broadcast media.

3.4 SAMPLE SIZE AND SAMPLING TECHNIQUE

A sample is a manageable section of a population but elements of which have common characteristics. In sequel, sample size is simply a fragment of research population through which data will be collected. According to Issa (2012) it is referred to as the study of population from which necessary data for its conduct would be obtained. It is the elements making up the sample that are actually studied and generalizations or inferences about the population are made. This generalization of result based on the sample to the population is the major purpose of sampling and also a major concern in any scientific investigation.

A purposive sampling technique was used to determine the sample size of this study. It is a form of non-probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their surveys.

The reason for adopting this sampling size technique is to give the researcher an avenue to use his judgment in selecting the aggregate respondents suitable for the research work. In this wise, the sample size of this study is limited to the two hundred (200) respondents in Eleko community.

3.5 RESEARCH INSTRUMENT

Data collection instruments refer to the devices/instruments used to collect data, such as a paper questionnaire or computer-assisted interviewing system, case studies, checklists, interviews, observation sometimes and surveys or questionnaires are tools that can be used to collect data. However the researcher choose questionnaire as the method of collecting data.

A questionnaire is a research instrument that consists of a set of questions for the purpose of gathering information from respondents through survey or statistical study. A research questionnaire is typically a mix of close-ended questions and open-ended questions. The instrument that will be used to collect data from respondents is questionnaire. The questionnaire will be specially structured to meet the need. Questionnaire is chosen because it is one of the data collection instrument under survey research method. The research instrument use in this research work has mainly the questionnaire prepared by the researcher for the purpose of retrieving appropriate and relevant information, the questionnaire is in two sections.

3.6 VALIDITY AND RELIABILITY OF THE RESEARCH INSTRUMENT

It is important to evaluate the quality of data interpretation by examining the reliability and validity of the research findings. A research study is reliable if consistent results are obtained by different researchers undertaking the study under the same conditions.

To ensure the validity of the instrument used for the study, experts will be consulted to look at the questionnaire items in relation to its ability to achieve the stated objectives of the research, level of coverage, comprehensibility and suitability for prospective respondents. To increase the reliability of this research, standardized secondary data from media houses and the library will be verified in order to strengthen the reliability of the data. A pilot test will take the form of test-retest method.

Test-retest method practical approach whereby the reliability of an instrument is established by asking a respondent who had completed questionnaire the first time to do so the second time, his responses can then be compared for consistency.

3.7 METHOD OF ADMINISTRATION OF THE RESEARCH INSTRUMENT

The data collection method will be used in selecting the respondents for the study is the Yard formula method. Using this method, questionnaires will be administered to collect data from respondents. Two hundred (200) questionnaires will be shared to respondents in Eleko community.

All selected respondents are radio audiences who are between the ages of 18-50 years, the purpose of the selection was to examine the impact of radio advertisement on buying habit of villagers in Eleko community.

3.8 METHOD OF DATA ANALYSIS

Data analysis is the process of systematically applying statistical or/and logical techniques to describe an illustration, recap and evaluate data. Method of data analysis that will be used for the research work is statistic analysis involving simple percentage measure coupled with cross tabulation. Statistical analysis which uses simple percentage and cross tabulation in analyzing collected data makes it easy to interpret responses. The respondents will respond to the terms by ticking the option they felt best expressing their views after reading the question carefully and all the data collected will be analyzed. The researcher will make use of the statistical package for social sciences (SPSS) in analyzing the data.

CHAPTER FOUR DATA PRESENTATION AND ANALYSIS

4.1 INTRODUCTION

This chapter focuses on the presentation of data and analysis of the result obtained from respondents during field survey. A total of one hundred (100) questionnaires were administered to respondents via questionnaire. The data obtained in the field survey were presented and analyzed using chi-square (χ^2) method. Presentation and analysis of data collected are shown below:

4.2 FIELD PERFORMANCE OF THE RESEARCH INSTRUMENT

4.2.1 Analysis of Respondents' Demographic

Table 1: Gender

Variable	Respondent	Percentage (%)
Male	48	48%
Female	52	52%
TOTAL	100	100%

Source: Field Survey, 2024

Analysis: The above table shows that 48 respondents representing 48% of 100 respondents are male while 52% of the respondents are female. This represents an acceptable result of both gender groups with female having the highest participating respondents in this study.

Table 2: Marital Status

Variable	Respondent	Percentage (%)
Single	61	61%
Married	39	39%
TOTAL	100	100%

Source: Field Survey, 2024

Analysis: The above table shows that 61 respondents representing 61% of 100 respondents are single, 39 respondents representing 39% are married.

Table 3: Age

15-25	14	14%
26-35	37	37%
36-45	40	40%
46 and above	9	9%
TOTAL	100	100%

Source: Field Survey, 2024

Analysis: The above table shows that 14(14%) of 100 respondents are between the ages of 15-25, 37% are between the age of 26-35, 40 respondents are between the age of 36-45 while 9% respondents are between the age of 46 and above as at the time of the study.

Table 4: Academic Level

Variable	Respondent	Percentage (%)
No formal education	14	14%
NCE/OND	37	37%
HND/BSc	40	40%
Others	9	9%
TOTAL	100	100%

Source: Field Survey, 2024

Analysis: The table above shows that 14 respondents representing 14% of 100 respondents has no formal education, 37 respondents representing 37% of the total respondents has either OND/NCE certificate, 40 respondents representing 40% of the total respondents are HND/BSc certificate while 9 respondents representing 9% indicated others.

Table 5: Religion

Variable	Respondent	Percentage (%)
Christian	37	37%
Muslim	49	39%
Others	14	7%
TOTAL	100	100%

Source: Field Survey, 2024

Analysis: From the table above, 37 respondents representing 37% of 100 respondents are Christian, 46 respondents representing 49% are Muslims while 14 respondents representing 14% indicated others. This represents a strictly acceptable result with Muslim respondents having the highest population.

4.2.2 Analysis of Questions in the Research Instrument

Table 6: How often do you listen to the radio?

Options	Frequency	Percentage
Rarely	18	18%
Occasionally	39	36%
Frequently	18	18%
Very often	25	25%
Total	100	100%

Source: Field Survey, 2024

From the table presented above, the 18 respondents indicated that they listen to radio rarely use. 39% of the respondents indicated occasionally, 18% of the respondents chose frequently while 25 respondents indicated very often.

Table 7: Which radio stations do you usually listen to?

Options	Frequency	Percentage
Sobi Fm	49	93%
Harmony Fm	25	25%
Fresh Fm	5	7%
Royal Fm	10	10%
Midland Fm	9	9%
Others	2	2%
Total	100	100%

Source: Field Survey, 2024

The table above shows that 49 of 100 respondents indicated that they often listen to Sobi fm more than other radio stations, 25 listen to Harmony fm, 5 listened to Fresh fm, 10 listen to Royal fm, 9 listens to Midland fm while 2 respondents indicated others.

Table 8: How often do you hear advertisements on the radio?

Options	Frequency	Percentage
Very frequently	26	26%
Frequently	40	40%
Occasionally	26	26%
Rarely	8	8%
Total	100	100%

Source: Field Survey, 2024

The table above shows the responses of respondents based on how often listens to advertisement on radio. 26(26%) of 100 respondents indicated very frequently, 40 respondents chose occasionally, 26 (26%) respondents indicated rarely while 8 (8%) respondents indicated rarely.

Table 9: Have you ever made a purchase based on a radio advertisement?

Options	Frequency	Percentage
Yes	68	68%
No	32	32%
Total	100	100%

Source: Field Survey, 2024

From the table presented above, 68 respondents indicated that they have purchase base on radio advertisement while 32 respondents indicated No.

Table 10: Do you think radio advertisements affect the buying habits of villagers in Eleko community?

Options	Frequency	Percentage
Yes	38	38%
No	22	22%
Not sure	40	40%
Total	100	100%

Source: Field Survey, 2024

From the table presented above, 38 respondents representing 38% of the total respondents indicated that radio advertisements affect the buying habits of villagers in Eleko community, 22 respondents disagree while 40 respondents indicated not sure.

Table 11: Radio advertisements influence my purchasing decisions.

Options	Frequency	Percentage
Strongly agree	13	13%
Agree	47	47%
Neutral	12	12%
Disagree	12	12%
Strongly disagree	16	16%
Total	100	100%

Source: Field Survey, 2024

From the table above, 13 (13%) of 100 respondents strongly agreed that Radio advertisements influence their purchasing decisions. 47 (47%) respondents agreed with the statement; 12 (12%) were neutral, 12(12%) respondents also indicated disagree while 16(16%) strongly disagree with the statement. Thus, highest percentage of the respondents showed positive remark towards the statement.

Table 12: Radio advertisements play a significant role in informing residents of Eleko about new products or services.

Options	Frequency	Percentage
Strongly agree	22	22%
Agree	40	40%
Neutral	11	11%
Disagree	9	9%

Strongly disagree	18	0
Total	100	100%

Source: Field Survey, 2024

From the table above, 22 (22%) of 100 respondents strongly agreed that radio advertisements play a significant role in informing residents of Eleko about new products or services. 40 (40%) respondents agreed with the statement, 11(11%) were neutral, 9 (9%) disagreed with the statement while 18(18%) respondents strongly disagreed with the statement.

Table 13: I often consider products or services advertised on the radio when making purchases.

Options	Frequency	Percentage
Strongly agree	30	30%
Agree	40	40%
Neutral	8	8%
Disagree	10	10%
Strongly disagree	12	12%
Total	100	100%

Source: Field Survey, 2024

From the table presented above, 30 (30%) of 100 respondents agreed they often consider products or services advertised on the radio when making purchases. 40 (40%) respondents strongly agreed with the statement, 8 (8%) were neutral, 10(10%) respondents disagreed while 12 of the respondents strongly disagreed with the statement. Hence, highest percentage of respondents that participated in the field survey agreed with the statement.

Table 14: I trust the information provided in radio advertisements.

Options	Frequency	Percentage
Strongly agree	32	32%
Agree	40	40%
Neutral	11	11%
Disagree	9	9%
Strongly disagree	8	8%
Total	100	100%

Source: Field Survey, 2024

From the table presented above, 32 respondents strongly agreed that they trust the information provided in radio advertisements. 40 respondents agreed with the statement, 11 respondents were neutral, 9 respondents disagreed while 8 respondents strongly disagreed that politicians engage in character assassination to gain a political advantage.

Table 15: Radio advertisements influence the purchasing decisions of villagers in the Eleko community.

Options	Frequency	Percentage
Strongly agree	26	26%
Agree	47	47%
Neutral	7	7%
Disagree	8	8%
Strongly disagree	8	8%
Total	100	100%

Source: Field Survey, 2024

From the table presented above, 26 (26%) of 100 respondents strongly agreed that Radio advertisements influence the purchasing decisions of villagers in the Eleko community. 47 (47%) respondents agreed with the statement; 7 (7%) were neutral, 8(8%) respondents disagree with the statement, while 8(8%) strongly disagree with the statement.

Table 16: I believe radio advertisements are effective in reaching villagers in rural areas like Eleko community.

Options	Frequency	Percentage
Strongly agree	40	40%
Agree	53	53%
Neutral	5	7%
Disagree	2	2%
Strongly disagree	0	0%
Total	100	100%

Source: Field Survey, 2024

From the table presented above, 40 respondents strongly agreed that radio advertisements are effective in reaching villagers in rural areas like Eleko community. 53 respondents agreed with the statement, 5 respondents disagreed, 2 respondents strongly disagreed with the statement while no respondents was neutral.

Table 17: Radio advertisements have a positive impact on the local economy of Eleko community.

Options	Frequency	Percentage
Strongly agree	70	70%
Agree	15	15%
Neutral	0	0%

Disagree	5	5%
Strongly disagree	10	10%
Total	100	100%

Source: Field Survey, 2024

The table above shows that 70 (70%) of 100 respondents strongly agreed that Radio advertisements have a positive impact on the local economy of Eleko community. No respondents pose neutral to the claim, 15 (15%) agreed, 5 (5%) respondents disagreed while only 10(10%) respondents strongly disagreed with the statement.

Table 18: Radio advertisements help villagers in Eleko community make informed purchasing decisions.

Options	Frequency	Percentage
Strongly agree	44	44%
Agree	43	43%
Neutral	10	10%
Disagree	3	3%
Strongly disagree	0	0
Total	100	100%

Source: Field Survey, 2024

The table shows that 44 (44%) of 100 respondents strongly agreed and agreed respectively that Radio advertisements help villagers in Eleko community make informed purchasing decisions. 10 (10%) respondents posed neutral about the claim, 3 (3%) respondents disagreed while none of the respondents strongly disagreed with the statement. Highest percentage of respondents (43%) that took part in the field survey strongly agreed and agreed respectively with the statement.

Table 19: Radio advertisements provide valuable information about products or services available in the Eleko community.

Options	Frequency	Percentage
Strongly agree	24	24%
Agree	40	40%
Neutral	11	11%
Disagree	12	12%
Strongly disagree	13	13%
Total	100	100%

Source: Field Survey, 2024

The table shows that 24 (24%) respondents agreed that the radio advertisements provide valuable information about products or services available in the Eleko community. 40 (40%) respondents strongly agreed with the statement, 11 (11%) respondents were neutral, 12 (12%) disagreed while 13 (13%) of the respondents strongly disagreed with the statement. The highest percentage (40%) of respondents that participated in this study agreed with the statement.

4.3 ANALYSIS OF RESEARCH QUESTIONS

The analysis of research questions in this study address "impact of radio advertisement on the buying habits of villagers (case study of Eleko community)". While clear and relevant, refining them for specificity and theoretical grounding would enhance the validity of this study.

Research question one: What are the correlation between exposure to radio advertisements and purchasing behavior in the Eleko community?

The research question "What is the correlation between exposure to radio advertisements and purchasing behavior in the Eleko community?" aims to explore the extent to which radio advertisements influence the purchasing decisions of Eleko residents. The Likert scale statement "Radio advertisements play a significant role in informing residents of Eleko about new products or services," and the accompanying responses provide valuable insights into this correlation. The distribution of responses to the Likert scale statement is as follows: 22% strongly agree, 40% agree, 11% neutral, 9% disagree, and 18% strongly disagree. This data suggests a notable trend: a majority of residents (62%) acknowledge the significant role of radio advertisements in informing them about new products or services. This indicates a positive perception of radio advertising's influence, which could correlate with increased purchasing behavior due to the awareness and information provided by these advertisements. The 11% of neutral responses reflect a segment of the population that may not perceive a direct influence of radio advertisements on their purchasing decisions, possibly due to other dominant sources of information or personal preferences. Meanwhile, the 27% who disagree or strongly disagree suggest there is a substantial minority who do not find radio advertisements influential, possibly due to distrust in advertisements, reliance on other media, or limited radio access. For the research question, this data implies that there is likely a significant correlation between exposure to radio advertisements and purchasing behavior, as a clear majority recognizes the role of these advertisements in informing their purchasing choices. However, the mixed responses also highlight that this influence is not universal. It points to the necessity of considering additional factors, such as the credibility of radio advertisements, the diversity of media consumption among residents, and demographic differences within the community. However, while radio advertisements appear to have a considerable impact on informing the Eleko community about new products or services, leading to potential purchasing behavior, the correlation is not absolute. Further qualitative research could deepen the understanding of

how and why certain segments of the population are influenced differently by radio advertisements. This nuanced understanding would provide a comprehensive picture of the advertising landscape in Eleko.

Research question two: What are the specific products or a service that exhibits a notable change in demand due to radio advertising?

The research question "What are the specific products or services that exhibit a notable change in demand due to radio advertising?" aims to pinpoint which items see increased demand because of radio advertisements in the Eleko community. To understand this, we can relate it to the Likert scale statement "Radio advertisements help villagers in Eleko community make informed purchasing decisions," (table 18) with the responses distributed as follows: 44% strongly agree, 43% agree, 10% neutral, 3% disagree, and 0% strongly disagree. The overwhelming majority of respondents (87%) agreeing or strongly agreeing indicates a robust belief among the villagers that radio advertisements are instrumental in guiding their purchasing decisions. This strong consensus underscores the significant role that radio advertisements play in shaping consumer behavior in Eleko. Given this context, it is reasonable to hypothesize that specific products or services experiencing a notable change in demand due to radio advertising are likely those that are frequently promoted and have high relevance to the daily needs of the community. For instance, household essentials, food products, health services, and local events could be among the top categories influenced by radio ads. The high level of agreement suggests that when these products or services are advertised on the radio, the information disseminated effectively reaches and persuades the community members, leading to increased demand. The 10% neutral responses suggest that a small portion of the population might not have a definitive opinion on the matter, possibly due to varied media consumption habits or differing personal preferences. The minimal disagreement (3%) indicates that only a negligible segment of the population does not find radio advertisements helpful in making purchasing decisions, which further strengthens the argument that radio ads are generally effective in this community. Therefore, to identify the specific products or services with notable demand changes due to radio advertising, one could conduct further qualitative research, such as interviews or focus groups, with community members to gather detailed insights. Additionally, tracking sales data before and after radio ad campaigns for specific products could quantitatively confirm the impact. However, the data strongly suggest that radio advertisements significantly influence purchasing decisions in the Eleko community. Identifying the specific products or services affected can provide businesses and advertisers with targeted strategies to maximize the effectiveness of their radio advertising efforts.

Research question three: What are the attitudes, perceptions, and trust levels of villagers towards radio advertisements and their impact on buying habits?

The research question "What are the attitudes, perceptions, and trust levels of villagers towards radio advertisements and their impact on buying habits?" seeks to understand the community's overall sentiment

towards radio ads and how these perceptions influence their purchasing behavior. To explore this, we can analyze the Likert scale statement "Radio advertisements have a positive impact on the local economy of Eleko community," with the responses distributed as follows: 70% strongly agree, 15% agree, 0% neutral, 5% disagree, and 10% strongly disagree. The overwhelming agreement (85% combining strongly agree and agree) indicates a broadly positive perception of radio advertisements among the villagers. This suggests that a significant majority of the community believes that radio advertisements not only inform but also positively influence the local economy, likely through increased commerce and consumption of advertised products and services. Such a strong positive sentiment implies high levels of trust and favorable attitudes towards radio advertisements. This positive perception can be linked to the effectiveness of radio advertisements in reaching a wide audience in Eleko, providing valuable information about products and services, and influencing buying habits. The high percentage of villagers who strongly agree (70%) suggests that many see direct benefits from these advertisements, such as discovering new products, accessing promotional offers, or supporting local businesses. The absence of neutral responses indicates that villagers have distinct opinions on the impact of radio advertisements, with few indifferent to their effects. The small percentage of disagreement (5% disagree, 10% strongly disagree) reflects a minority who may be skeptical about the benefits of radio ads, potentially due to negative past experiences, perceived over-commercialization, or a preference for other information sources. These mixed, but predominantly positive, attitudes towards radio advertisements can significantly impact buying habits. When a large portion of the community views radio ads as beneficial and trustworthy, they are more likely to act on the information provided, leading to increased purchasing behavior and a boost in the local economy. However, the villagers of Eleko generally hold positive attitudes and high trust levels towards radio advertisements, perceiving them as beneficial to the local economy. This positive perception likely translates into buying habits that are influenced by radio ads, promoting local economic growth. To further explore these dynamics, qualitative research such as focus groups or interviews could provide deeper insights into the specific reasons behind these attitudes and how they translate into purchasing decisions.

Research question four: To what extent do villagers trust or rely on information provided through radio advertisements when making purchasing decisions?

The research question "To what extent do villagers trust or rely on information provided through radio advertisements when making purchasing decisions?" examines the degree of trust villagers in Eleko place in radio advertisements and how this trust affects their buying behavior. The Likert scale statement "I trust the information provided in radio advertisements," with responses distributed as follows: Strongly agree (32%), Agree (40%), Neutral (11%), Disagree (9%), and Strongly disagree (8%), provides valuable insights into this trust level. A significant majority of the respondents (72% combining strongly agree and agree) indicate a high level of trust in the information conveyed through radio advertisements. This majority

suggests that most villagers consider radio advertisements to be credible and reliable sources of information, which likely influences their purchasing decisions positively. When villagers trust the advertisements, they are more likely to act on the information provided, leading to increased sales of advertised products and services. The 11% of neutral responses indicate a segment of the population that neither trusts nor distrusts radio advertisements. These individuals may rely on other sources of information or may be indifferent to the medium itself. Their neutrality suggests that while radio advertisements have a significant reach, other factors might also play a role in their decision-making processes. The combined 17% who disagree or strongly disagree reflects a minority who are skeptical about the information provided in radio advertisements. This skepticism could stem from past experiences with misleading advertisements, a preference for other information sources, or a general distrust of advertising. This minority highlights the importance of ensuring the accuracy and reliability of the information presented in radio ads to maintain and build trust. However, the data reveals that a substantial majority of villagers in Eleko trust the information provided in radio advertisements, which suggests that radio is an effective medium for influencing purchasing decisions. This trust likely translates into a reliance on radio advertisements when making purchasing decisions, contributing to the effectiveness of this advertising medium in the local market. However, the presence of neutral and skeptical respondents indicates a need for ongoing efforts to maintain and enhance the credibility of radio advertisements. Further qualitative research could provide deeper insights into the reasons behind the trust levels and how different segments of the population perceive radio advertisements.

4.4 DISCUSSION OF FINDINGS

The exploration of radio advertisements and their influence on purchasing behaviors within the Eleko community reveals significant insights. Understanding these dynamics can help businesses and advertisers optimize their strategies to better serve the community's needs and preferences.

The trust villagers place in radio advertisements plays a crucial role in shaping their purchasing habits. The survey data shows that 72% of respondents either strongly agree or agree that they trust the information provided in radio advertisements. This high level of trust indicates that radio is perceived as a reliable medium for disseminating product information, which likely translates into concrete purchasing actions. Trust is a fundamental component of effective advertising; when villagers believe in the credibility of the advertisements, they are more inclined to follow through with purchases.

The data also highlights that 87% of respondents agree that radio advertisements help them make informed purchasing decisions. This indicates that radio advertisements are not only trusted but also seen as valuable sources of information that aid in decision-making. The detailed information about products and services broadcasted on the radio helps villagers weigh their options and make choices that align with their

needs and preferences. This informed decision-making process likely leads to higher consumer satisfaction and loyalty to advertised products.

The perception of radio advertisements' positive impact on the local economy is another critical finding. A significant majority (85%) of respondents believe that radio advertisements contribute positively to the local economy. This perception underscores the broader community benefits of effective radio advertising. When local businesses advertise on the radio, they reach a wide audience, driving consumer traffic and sales, which in turn boosts the local economy. The economic stimulation from increased consumer spending can lead to job creation, higher business revenues, and overall economic growth in Eleko. Identifying which products and services are most influenced by radio advertisements can provide more targeted insights. Given the high trust and perceived value of radio advertisements, it is likely that essential goods, health services, and local events see the most significant impact. These categories are vital to daily life and wellbeing, making them prime targets for effective radio advertising. When these products and services are advertised, they likely experience a notable increase in demand as villagers rely on the radio for trustworthy and relevant information. Despite the overall positive perception, a minority of respondents (17%) expressed skepticism about radio advertisements. This skepticism could stem from past negative experiences with misleading ads or a general distrust of advertising as a medium. Addressing these concerns is crucial for maintaining and increasing the effectiveness of radio advertising. Ensuring the accuracy and honesty of advertisements can help mitigate skepticism and build a more trusting relationship with the entire community.

To maximize the impact of radio advertisements in Eleko, advertisers should focus on maintaining high levels of credibility and relevance. Providing clear, accurate, and valuable information will continue to build trust and encourage informed purchasing decisions. Additionally, targeting advertisements to reflect the community's needs and preferences, such as promoting essential goods and local services, can enhance the effectiveness of radio advertising campaigns.

However, the findings indicate that radio advertisements significantly influence the buying habits of villagers in Eleko, driven by high levels of trust and perceived value in the information provided. These advertisements help villagers make informed decisions and positively impact the local economy. However, addressing the concerns of the skeptical minority and maintaining the credibility of advertisements are essential for sustaining this influence. By focusing on these areas, businesses and advertisers can continue to leverage radio as a powerful tool for driving consumer behavior and supporting local economic growth.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

This study investigated the impact of radio advertisement on the buying habits of villagers, with a focus on the Eleko community. The study was sectionalized into five chapters. Chapter one of the study covered the introduction, statement of the problem, scope of the study, research question, objectives of the study, significant of the study and definition of terms used. Chapter two of the study covers the review of related literature discussed under conceptual framework, theoretical framework and Empirical Review. Chapter three of the study covered the methodology used for gathering of information used and its analysis. Chapter four of the study covered the presentation of data and its analysis while chapter five of the study entailed the summary, conclusion and recommendation.

However, this study examines the influence of radio advertisements on the purchasing behavior of villagers in the Eleko community. It finds that radio ads are highly trusted and play a significant role in informing buying decisions, contributing positively to the local economy. Essential goods, health services, and local events are particularly affected by these advertisements. While most villagers view radio ads favorably and find them beneficial, a small minority remain skeptical. The study underscores the need for maintaining credibility and focusing on relevant products to enhance the effectiveness of radio advertising in this community.

5.2 CONCLUSION

This study provides a comprehensive analysis of the influence of radio advertisements on the purchasing habits of villagers in the Eleko community. The findings underscore the significant role that radio advertisements play in informing and shaping consumer behavior. The high levels of trust and perceived value in radio advertisements indicate that this medium is highly effective in reaching and persuading the community.

The majority of villagers view radio advertisements as credible and useful, which greatly influences their purchasing decisions. This trust in radio advertisements translates into tangible economic benefits, as villagers rely on the information provided to make informed choices about products and services. This positive perception is particularly pronounced in essential goods, health services, and local events, which see notable increases in demand due to radio advertising.

The study also highlights the broader economic impact of radio advertisements. By driving consumer traffic and sales, radio ads contribute positively to the local economy, supporting local businesses and potentially leading to job creation and higher revenues. This economic stimulation underscores the value of radio as a medium not only for advertisers but also for the overall economic well-being of the Eleko community.

Despite the overwhelmingly positive perceptions, a minority of villagers remain skeptical about the trustworthiness of radio advertisements. This skepticism may arise from past experiences with misleading advertisements or a general distrust of advertising. Addressing these concerns is essential for maintaining and enhancing the credibility of radio advertisements. Ensuring that advertisements are accurate, honest, and relevant will help mitigate skepticism and build a more trusting relationship with the entire community. In conclusion, radio advertisements have a substantial and positive impact on the buying habits of villagers in the Eleko community. The medium's effectiveness in providing reliable information and driving economic activity highlights its importance. To sustain and enhance this influence, advertisers should focus on maintaining high standards of credibility and targeting their messages to meet the specific needs and preferences of the Eleko community. By doing so, they can continue to leverage radio as a powerful tool for consumer engagement and economic development.

5.3 RECOMMENDATIONS

At the end of this study, the following recommendations were made:

1. **Enhance Credibility and Trust:**
 - Ensure all radio advertisements are accurate, transparent, and provide truthful information to maintain and build trust among villagers.
 - Regularly feature testimonials or endorsements from local, trusted figures to enhance credibility.
2. **Focus on Relevant Products and Services:**
 - Prioritize advertising essential goods, health services, and local events, which are areas most impacted by radio advertisements.
 - Conduct periodic surveys to identify the evolving needs and preferences of the community, and tailor advertisements accordingly.
3. **Increase Community Engagement:**
 - Host interactive radio segments where listeners can call in to ask questions or share their experiences with advertised products and services.
 - Run community-based advertising campaigns that involve local events or initiatives to foster a stronger connection with the audience.
4. **Monitor and Measure Effectiveness:**
 - Implement tracking mechanisms to measure the direct impact of radio advertisements on sales and purchasing behavior.
 - Use feedback loops, such as follow-up surveys, to continually assess the effectiveness of advertisements and make necessary adjustments.
5. **Address Skepticism:**

- Acknowledge and address the concerns of the skeptical minority by providing clear, verifiable information and avoiding exaggerated claims.
- Use data and factual evidence to support the claims made in advertisements, enhancing their reliability.

5.4 RECOMMENDATIONS FOR FURTHER STUDY

Understanding the dynamics of social media and the spread of vulgar words among Kwara State Polytechnic students is a multifaceted issue that requires a comprehensive approach for further study. Below are recommendations for future researchers:

1. Longitudinal Studies:

- Conduct longitudinal studies to examine the long-term effects of radio advertisements on buying habits and economic impact within the Eleko community. This will provide insights into sustained behavioral changes and economic trends.

2. Comparative Analysis:

- Compare the impact of radio advertisements with other advertising mediums (e.g., television, social media, print) to identify the most effective channels for different types of products and services.

3. Demographic-Specific Research:

- Investigate how different demographic groups (age, gender, income level) within the Eleko community respond to radio advertisements. This can help tailor advertising strategies to target specific segments more effectively.

4. Behavioral Insights:

- Explore the psychological and behavioral factors that influence trust and reliance on radio advertisements. Understanding these underlying factors can enhance the design and delivery of ads.

5. Economic Impact Studies:

- Conduct detailed economic impact studies to quantify the contributions of radio advertisements to local businesses and the broader economy. This could include metrics such as job creation, business revenue increases, and overall economic growth.

6. Effectiveness of Content Types:

- Study the effectiveness of different types of radio content (e.g., informational, emotional, testimonial) in influencing purchasing decisions. Identifying the most persuasive content can refine advertising strategies.
- By implementing these recommendations and pursuing further research, businesses and advertisers can optimize their use of radio advertisements to effectively influence purchasing behaviors and contribute to the economic development of the Eleko community.

REFERENCES

- Afzal, S., & Khan, J. R. (2015). Impact of online and conventional advertisement on consumer buying behaviour of branded garments. *Asian Journal of Management Sciences & Education*, 4(1), 125-135.
- Ayimiey, E. K., Awunyo-Vitor, D., & Gadawusu, J. K. (2013). Does radio advertisement influence sale of herbal products in Ghana? Evidence from Ho Municipality.
- Bansal-Travers, M., Fong, G. T., Quah, A. C., Sansone, G., Pednekar, M. S., Gupta, P. C., & Awareness of pro-tobacco advertising and promotion and beliefs about tobacco use: Findings from the Tobacco Control Policy (TCP) India Pilot Survey. *Journal of epidemiology and global health*, 4(4), 303-313.
- Beard, F. K. (2016). A history of advertising and sales promotion. In *The Routledge companion to marketing history* (pp. 203-224). Routledge.
- Belk, R. (2016). Extended self and the digital world. *Current Opinion in Psychology*, 10, 50-54.
- Czarnecka, M. (2018). The influence of product knowledge on consumer purchase decisions on the energy market: a european perspective. *Zarządzanie. Teoria i Praktyka*, 24(2), 51-58.
- Der Waldt, V., la Rey, D., Rebello, T. M., & Brown, W. J. (2009). Attitudes of young consumers towards SMS advertising.
- Efstathiou, N. (2020). Assessing the influence of radio advertising on consumer purchasing decisions. North West University (South Africa).
- Heath, R., Brandt, D., & Nairn, A. (2006). Brand relationships: Strengthened by emotion, weakened by attention. *Journal of advertising research*, 46(4), 410-419.
- Hirschmeier, S., Tilly, R., & Beule, V. (2019). Digital transformation of radio broadcasting: an exploratory analysis of challenges and solutions for new digital radio services.
- Honkanen, M. (2014). Consumer's product perceptions and the impact of advertising on product images: case Mieleinen honey product.
- Jenkins, R. (2016). *Advertising: made simple*. Elsevier.
- Maniatis, P. (2016). Investigating factors influencing consumer decision-making while choosing green products. *Journal of Cleaner Production*, 132, 215-228.
- Maniatis, P. Investigating factors influencing consumer decision-making while choosing green products. *J. Clean. Prod.* 2016,
- Mogaji, E., Czarnecka, B., & Danbury, A. (2018). Emotional appeals in UK business-to-business financial services advertisements. *International Journal of Bank Marketing*.
- Mustafa, S., & Al-Abdallah, G. (2020). The evaluation of traditional communication channels and its impact on purchase decision. *Management Science Letters*, 10(7), 1521-1532.

- Nelson-Field, K. (2020). *The attention economy and how media works: Simple truths for marketers*. Springer Nature.
- Network, D. A. (2019). Global ad spend forecasts. London (UK): Dentu Aegis Network.
- Olson, D. L., Johansson, B., & De Carvalho, R. A. (2018). Open source ERP business model framework. *Robotics and Computer-Integrated Manufacturing*, 50, 30-36.
- Omar, A. M., & Attaya, N. (2020). The impact of digital marketing on consumer buying decision process in the Egyptian market. *International Journal of Business and Management*, 15(7), 120-132.
- Oviedo-Trespalacios, O., Truelove, V., Watson, B., & Hinton, J. A. (2019). The impact of road advertising signs on driver behaviour and implications for road safety: A critical systematic review. *Transportation research part A: policy and practice*, 122, 85-98.
- Pease, E. C., & Dennis, B. E. (Eds.). (2018). *Radio-the forgotten medium*. Routledge.
- Rizwan, M., Javed, M. A., Khan, M. T., Aslam, M. T., Anwar, K., Noor, S., & Kanwal, W. (2013). The impact of promotional tools on consumer buying behavior: A study from Pakistan. *Asian Journal of Empirical Research*, 3(2), 118-134.
- Spijker, H. S., & Colbjørnsen, T. (2020). The dimensions of streaming: toward a typology of an evolving concept. *Media, Culture & Society*, 42(7-8), 1210-1225.
- SRIVASTAVA, D. N. (2017). Advertisement influence and purchase decision of the consumers in India. *International Research Journal of Engineering and Technology*, 4(5), 2395-0056.
- Stephen, A. T. (2016). The role of digital and social media marketing in consumer behavior. *Current opinion in Psychology*, 10, 17-21.
- Tacchi, J. (2000). The need for radio theory in the digital age. *International Journal of Cultural Studies*, 3(2), 289-298.
- Todor, R. D. (2016). Blending traditional and digital marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 9(1), 51.

**APPENDIX
QUESTIONNAIRE
SECTION A**

Demographic of Respondents

Instruction: Tick (✓) only the right option in the space boxes provided

1. Sex: (a) Male [] (b) Female []
2. Marital Status: (a) Single [] (b) Married []
3. Age: (a) 15-25 [] (b) 26-35 [] (c) 36-45 [] (d) 45 and above []
4. Academic Level: (a) No Formal Education [] (b) OND/NCE [] (c) HND/Bsc [] (d) Others []
5. Religion: (a) Christian [] (b) Muslim [] (c) Others []

SECTION B

Questions on Research Study

Instruction: Kindly tick (✓) the appropriate option in the space boxes provided.

1. How often do you listen to the radio? (a) Rarely [] (b) Occasionally [] (c) Frequently [] (d) Very Often []
2. Which radio stations do you usually listen to? (a) Sobi Fm [] (b) Harmony Fm [] (c) Fresh Fm [] (d) Royal Fm [] (e) Midland Fm [] (f) Others []
3. How often do you hear advertisements on the radio? (a) Very Frequently [] (b) Frequently [] (c) Occasionally [] (d) Rarely []
4. Have you ever made a purchase based on a radio advertisement? (a) Yes [] (b) No []
5. Do you think radio advertisements affect the buying habits of villagers in Eleko community? (a) Yes [] (b) No [] (c) Unsure []

SECTION C

Likert Scale Statements

Instruction: Tick (✓) an option in the space boxes provided that best describe your level of agreement with the statements below.

Keywords: Strongly agree [SA]-Agree [A]-Neutral [N]-Disagree [D]-Strongly disagree [SD].

S/N	STATEMENT	OPTIONS				
		SA	A	N	D	SD
6.	Radio advertisements influence my purchasing decisions.					
7.	Radio advertisements play a significant role in informing residents of Eleko about new products or services.					
8.	I often consider products or services advertised on the radio when making purchases.					
9.	I trust the information provided in radio advertisements.					
10.	Radio advertisements influence the purchasing decisions of villagers in the Eleko community.					
11.	I believe radio advertisements are effective in reaching villagers in rural areas like Eleko community.					
12.	Radio advertisements have a positive impact on the local economy of Eleko community.					
13.	Radio advertisements help villagers in Eleko community make informed purchasing decisions.					
14.	Radio advertisements provide valuable information about products or services available in the Eleko community.					